

For the first time - as revealed by laboratory experiments
and by intimate sexual autobiographies --

a complete study of the exact nature of woman's sexuality

Dear Friend:

Today, daring new experiments are being conducted -- in semi-secrecy and camouflaged under the name of "REPRODUCTIVE BIOLOGY" -- to determine the exact nature of woman's sexuality.

The results of these investigations are truly amazing! In fact, as one becomes immersed in these revelations, he is apt to completely change his whole concept not only of the physical, but also of the psychological aspects of female sexuality, as well.

These scientific investigations offer concrete, biological proof that refutes antiquated medical theories and popular opinions about the nature of woman's sex response. They explode the ancient myths about the sexual capacity of women . . . about timing . . . about "lubrication" . . . and about the role played by man as the sexual partner.

Here, flooding this long-observed and greatly misunderstood area with bright light and revealed for the first time, is an authoritative, full-scale report on these daring and enlightening experiments . . . a vivid, completely reliable and fully authenticated description of woman's bodily response to sex. And it is offered by two eminent doctors in the light of individual happiness, social progress and mental health.

Just Released!

THE SEXUALLY RESPONSIVE WOMAN

By Drs. Phyllis and Eberhard Kronhausen

Foreword by Simone de Beauvoir

Because this study of female sexuality is almost uncharted territory, it stands out like a bright beacon to guide both women and men, regardless of age, to the understanding and realization of their full sexual potential.

Based on objective laboratory experiments and on the uninhibited self-revelations of hundreds of women, this book boldly, frankly and explicitly answers the question: "What happens to the woman's body when it is sexually aroused?"

How the Experiments Were Conducted

Scientists and technicians used an incredibly large number of complicated physical, chemical and electronic measuring devices to measure the pulse-rate, heart beat, respiration, metabolism, vaginal acidity, brain waves, etc. during all the stages of the female sexual excitation cycle. In addition, motion

Please turn page ...

picture cameras captured on color film not only the surface reactions -- down to the most fleeting change of skin color -- but internal reactions as well, through a specially developed technique of medical photography.

As a result of these numerous and thorough scientific tests, THE SEXUALLY RESPONSIVE WOMAN explains what modern science has learned about the physical side of woman's sex response ...

- ... about how this response follows a CYCLICAL PATTERN
- ... about how this pattern is divided into four phases which scientists refer to as: 1) Excitement, 2) Plateau, 3) Orgasm, and 4) Resolution
- ... about how, in some cases, these physical reactions are so fleeting they are difficult to notice by ordinary methods of observation
- ... and about, during all four stages of the Cyclical Pattern, how the female anatomy reacts to sexual stimulus including the: Vagina, Bartholin Glands, Cervix, Clitoris, Labia Majora, Labia Minora, and Breasts.

The Women Who Participated in the Experiments

The women, more than one hundred volunteers, came from a wide cross-section of American life. They included secretaries, housewives, factory workers, and some from the professional areas of employment, as well. The scientific investigators found that, because of their physiological state, professional prostitutes proved unsuitable for the experiments.

Four Women and their "Sexual Autobiographies"

Further, the Doctors Phyllis and Eberhard Kronhausen interviewed several hundred additional women to obtain their sex histories in depth. Finally from this large group four women were chosen. Their sex lives are included in full-length presentation in THE SEXUALLY RESPONSIVE WOMAN. Their sexual experiences, personal feelings, and individual preferences are examined in the light of the new clinical knowledge and sociological understanding presented in this book. Thus, one can simultaneously test the new scientific findings against the real-life material of these detailed case histories as well as interpret these personal data. Here, in intimate detail, you'll meet . . .

JoAnne T. - The-More-Than-Average-Housewife who was basically "average" in all aspects but one: the strength of her sex

drive, her enjoyment of "good wholesome sex" and, in her own peculiar Henry Millerian style, the alacrity with which she was willing to talk about it.

Irene L.M. - The Married Lesbian who exhibited the typical background and personality of a Lesbian woman. The fact that she was married and the mother of two young children could not alter her psychological predisposition toward members of her own sex, and

SIMONE DE BEAUVOIR (author of the internationally famous THE SECOND SEX) says: "I have found THE SEXUALLY RESPONSIVE WOMAN truly absorbing and fascinating reading. The Doctors Kronhausen have written a forthright, courageous, and highly rigorous study on the difficult problem of women's sexuality, about which so little is known. I can only hope that it will be widely read and stimulate many more analyses aimed at overcoming the myths and clichés with which we are only too easily satisfied."

continued to blight her efforts toward a satisfactory heterosexual adjustment.

Dorothy G. - The Doctor's Wife was a strong, healthy animal with animal appetites. She belonged to the sexy, Mediterranean type of female epitomized by Sophia Loren and Anna Magnani. There was something slightly eccentric in the way she dressed, talked and showed herself to the world. But she never went beyond the bounds of respectability and the socially acceptable.

Margarette D. - The Sexual Sophisticate was a rare type. There were many incongruities and conflicting characteristics in her make-up. Good looking and aware of it, she resembled a displaced artist in her professional milieu rather than the social scientist she was. Married, without children, she was attached to her husband by strong bonds of affection, more like an intimate friend and lover, in a kind of relationship which even the term "companionate marriage" could not satisfactorily describe.

THE SEXUALLY RESPONSIVE WOMAN spotlights these four women because each exemplifies certain aspects of female sexuality which had up to now been very little understood. Each - anonymous to the other three - speaks freely and with utter frankness. Each discusses in detail her personal experiences with sex before, within, and outside her marriage . . . her experiments with auto-erotism, with Lesbian love, with oral sex . . . the fantasies, pictures, and other "mental aphrodisiacs" that arouse her . . . the ways of love which she shares with her husband and which of his approaches excite and repel her . . . her orgasmic capacity in terms of: her anatomy + social milieu + individual psychology.

Destined to Become One of the Most Fundamental
Guide Books in the Field of Marriage and Sex Education

But you be the judge. You decide, at our expense, if THE SEXUALLY RESPONSIVE WOMAN is worthy of the enthusiastic acclaim and immediate acceptance it has already received from ministers, doctors, guidance experts, marriage counselors and married couples of all ages.

Accept Generous FREE EXAMINATION With Money-Back Guarantee!

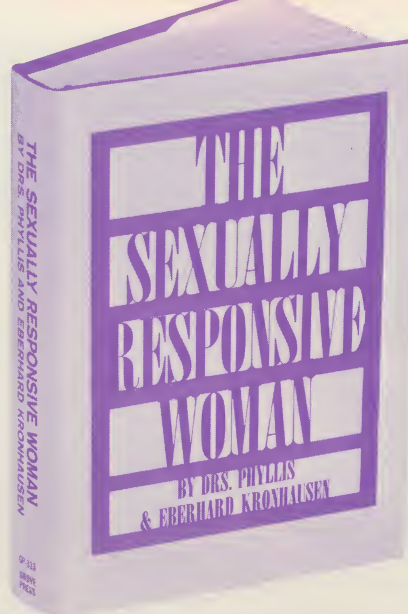
The enclosed postage-paid form entitles you to a 7-day Free Examination copy of the Doctors Kronhausen's THE SEXUALLY RESPONSIVE WOMAN. Sign it and return it now together with your check. Immediately you will receive your examination copy of this challenging, illuminating and unusual work in a plain wrapper, on our generous, GUARANTEED no-risk, money-back offer. Please sign and drop the form in the mail NOW!

Sincerely yours,

E. David Wharton

E. David Wharton
RESEARCH AFFILIATES.

80 University Place, New York



The Content Speaks for Itself!

Preface by Simone de Beauvoir

By Way of Explanation

1. Truth and Fiction About Women
2. Psychoanalysis and Woman's Sex Response
3. The Anatomy of Orgasm
 - Excitement Phase:
Vagina, Bartholin Glands, Cervix, Clitoris, Labia
Majora, Labia Minora, Breasts
 - Plateau Phase:
Vagina, Breasts, Labia Minora
 - Orgasmic Phase:
Vagina, Cervix, Uterus, Rectum, Urethra and Urinary
Bladder, Multiple Orgasm
 - Resolution:
Vagina, Breasts, Labia Majora, Labia Minora,
Cervix and Uterus
4. The Sociology of Orgasm
 - Anatomy + social milieu + individual psychology =
orgasm capacity
5. Portrait of Four Women
 - The More-Than-Average Housewife
 - The Married Lesbian
 - The Doctor's Wife
 - The Sexual Sophisticate
6. The Struggle for Orgasm
7. Women and Pre-Marital Sex
8. Women and Auto-Erotism
9. Women and Extra-Marital Affairs
10. The Ways of Love
11. Women and Oral Sex
12. Mental Aphrodisiacs
13. Are Women "Touch Animals"?
14. Lesbian Love
15. The Future of Female Sexuality
16. Appendix
 - External Non-Genital Anatomical Response
 - External Genital Anatomical Response
 - Internal Pelvic Anatomical Response
 - General Uro-Genital Response
17. Selected Bibliography

About the authors:

Drs. Phyllis and Eberhard Kronhausen did their post-graduate work at Columbia University, 1954-1958, and have since specialized in family therapy and group guidance, both in their private practice and their lectures. In 1957, they presented their findings on family milieu therapy at the Second International Congress for Psychiatry held in Zurich, Switzerland. They are also the authors of the widely read and much discussed Pornography and the Law.

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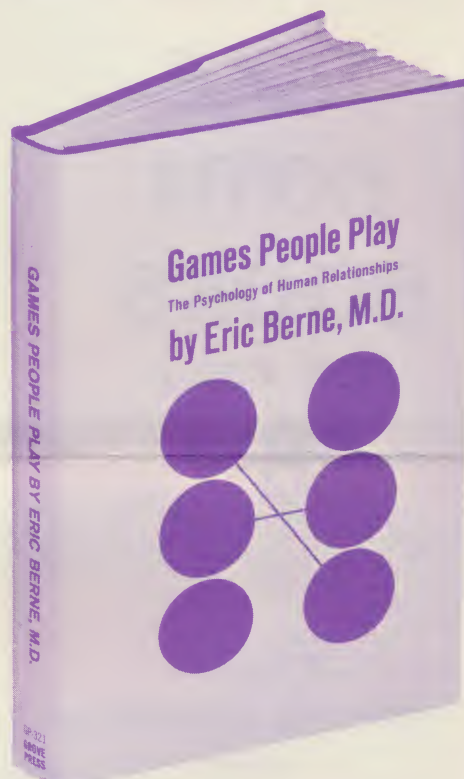
**The Bestselling "in" Book of the Year
That Has Intrigued Intellectuals, Astonished Psychologists
and Helped Thousands to a Better Understanding
of Their (and Other People's) Actions and Secret Behavior!**

This book is about people and the way they deal with each other through GAMES . . . the dead serious little "games" we play almost every day of our lives. Games like RAPO — for example — our subterranean, national sex game — the unspoken call to arms that silently goes forth each night at a thousand cocktail parties and in a million bedrooms across the land. Or FRIGID WOMAN, in which one of the parties provokes an argument leading to anger and alienation of feelings in order to avoid sex.

All of these games — there are one hundred and twenty of them — are at last totally exposed and brilliantly analyzed in this new book which has become a runaway dark-horse bestseller from coast to coast.

GAMES PEOPLE PLAY

If you are a post-graduate connoisseur of the art of Gamesmanship . . . an enlightened therapist in search of vivifying and unifying psychiatric concepts . . . or, most important of all, if you are a private individual who is seeking sensitive, expert guidance toward a happier, more successful personal and professional life — then GAMES PEOPLE PLAY was written for you.



Dr. Eric Berne, the author of GAMES PEOPLE PLAY, was formerly a Consultant in Psychiatry to the Surgeon General of the U. S. Army, and is now lecturer at the University of California Medical School and Chairman of the San Francisco Social Psychiatry Seminars. He is also the author of the widely acclaimed **Transactional Analysis in Psychotherapy.**

HERE ARE SOME OF THE GAMES THAT PEOPLE JUMP, FALL OR GET PUSHED INTO!

- **Underworld Games** — In this section you will find vivid descriptions of the most important criminal games — from third-degree **Rapo** and the **Badger Game** all the way to **Adult Cops-and-Robbers** and **I Want Out** (played by criminals desperate to stay in stir!)

- **Consulting Room Games** — This is the wildly hilarious and controversial section that has the psychotherapeutic world in an uproar.

- **Marital and Sex Games** — Starting off with the **Three Star Marriage Buster** called **See What You Made Me Do**, GAMES PEOPLE PLAY pinpoints many of the stinging Punch and Judy shows which husbands and wives needlessly accept in place of the exciting, satisfying drama of real living and loving. Here are bold insights into aspects of marital unhappiness from premature ejaculation to frigidity.

- **Good Games** — Here are the delightful descriptions of some of the many interesting games whose social

contribution outweighs their exploitive element. They include **They'll Be Glad They Knew Me** and **Cavalier** (a favorite of poets and dramatists).

- In the game called **Corner** and in its anti-game, you may well find the cause of — and the cure for — your child's asthma or other psycho-physical illness.

- **Beyond Games and Toward Autonomy** — In this inspiring section, Dr. Berne explains just what he means by intimacy, why he regards it as the highest level of experience and how the reader may attain it.

- **Other Intriguing Games Include** — Now I've Got You, You Son of a Bitch . . . Kick Me . . . Alcoholic . . . If It Weren't For You . . . Look How Hard I've Tried . . . Sweetheart . . . Let's You and Him Fight . . . Perversion . . . The Stocking Game . . . Let's Pull a Fast One on Joey . . . Wooden Leg . . . Stupid . . . Busman's Holiday . . . Homely Sage . . . Happy to Help . . . and many, many more.

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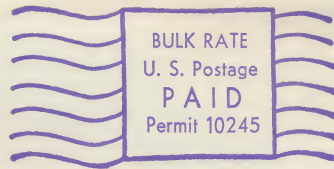
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